

POWER UP

Using powerful words and phrases makes your writing dynamic and effective. Practice rewriting these not-so-powerful pieces of copy into something stronger! Write a couple of options for each line.

"We sell HD TV's for less than the competition all month long."

Try these...

- ☐ **Scarcity:** Creates a sense of urgency
- ☐ **Safety:** Creates trust
- ☐ **Curiosity:** Creates desire
- ☐ **Community:** Creates a sense of belonging

"Find what you're looking for with our website's search feature."

"You can cancel if you want to if our service isn't what you thought it would be."

"Customers who pay to join get more benefits and have more choices."

Now, practice combining some of the power words you have learned. Imagine you are announcing a new product that your customers have been waiting for, and you're offering discounts.
